



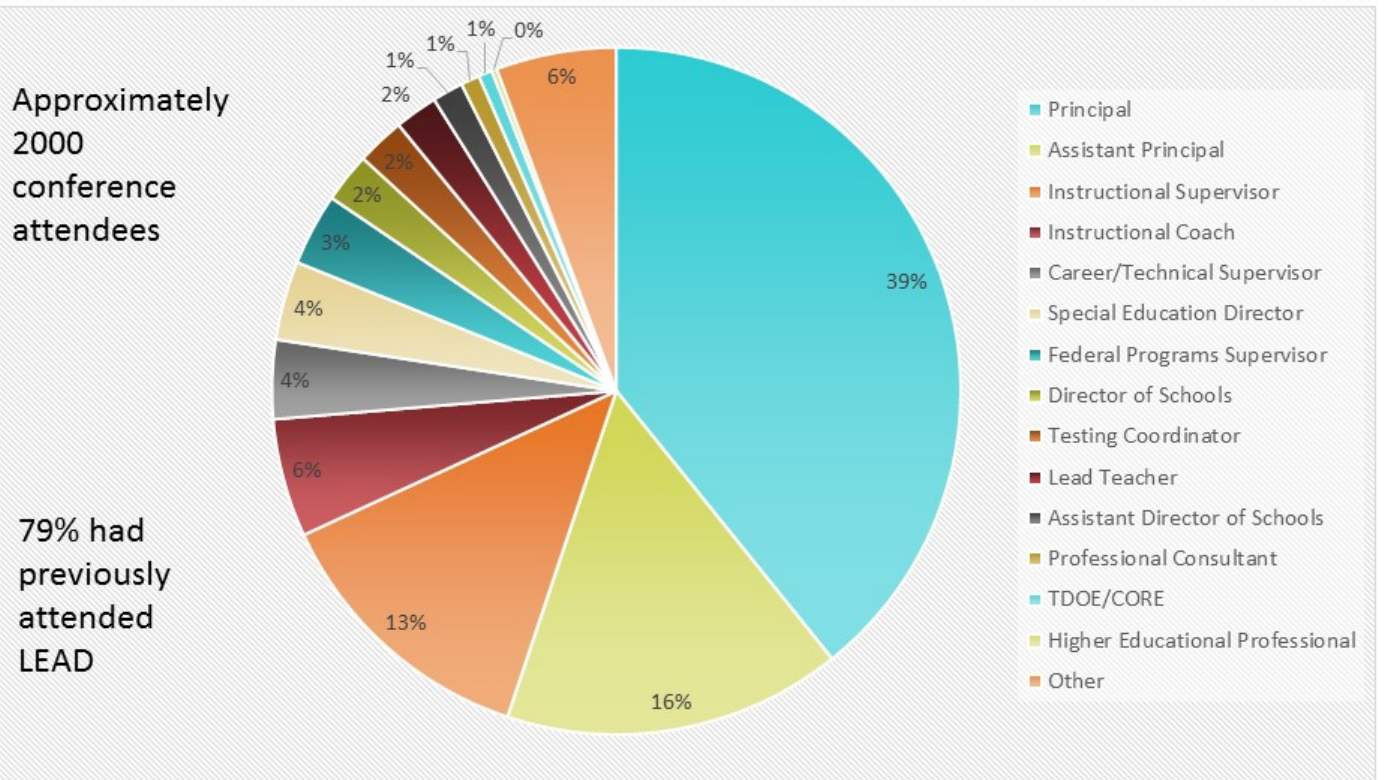
Equity, Expectations, and Pathways LEAD to Success

LEAD 2018 Conference Exhibitor Prospectus

The Tennessee Department of Education is proud to announce the 17th Annual LEAD Conference. LEAD will take place at the Music City Center in Nashville on Oct. 3-5. An estimated 2,000 school- and district-level educational leaders will participate in the conference. The theme for LEAD 2018 is “Equity, Excellence, and Pathways LEAD to Success.” Tennessee continues to move in the direction of success in alignment with *Tennessee Succeeds Strategic Plan*. We have received national recognition for our growth in ACT average scores, increased access to high school pathways that support post-secondary success, and our continued focus on excellence and high expectations. This year, the conference will feature educational leaders sharing professional learning experiences in more than 70 concurrent sessions to help equip Tennessee educators with the tools to lead our students with equitable access to education, high expectations, and clear pathways to post graduation success. There are multiple opportunities for your organization to engage with conference attendees and presenters through dedicated hall time, opportunities to present, a conference app game, and additional incentives.

In response to feedback from LEAD 2017 and in the effort of continual conference improvement, we are creating a central hub on level 4 outside the ballrooms. We will use this space for conference registration, meals, and networking space. This year exhibits will be set up in Karl F. Dean Ballroom A, and we are providing at least 1.5 hours of dedicated time for attendees to spend with exhibitors. In addition to placing exhibitors near the conference hub, we will be conscious of signage placement to represent your sponsorships and continued support of education in Tennessee.

Who attends LEAD?



39% - Principals
 16% - Assistant Principals
 13% - Instructional Supervisors
 8% - Career/Technical Supervisors (4%) & Special Education Directors (4%)
 8% - Instructional Coaches (6%) and Lead Teachers (2%)
 5% - Federal Programs Supervisors (3%) and Testing Coordinators (2%)
 3% - Directors of Schools (2%) and Assistant Directors of Schools (1%)
 2% - Higher Educational Professionals (1%) and Professional Consultants (1%)
 1% - TDOE/CORE staff
 Other/Unidentified – 6%



Corporate Sponsors:

***Booth space is not included in these packages. Your corporate representatives (max of four) are welcome to register and attend at no charge. If booth space is desired, it is available at regular booth package pricing on a first come first served basis.**

Headline Platinum \$12,000.00

- Thirty seconds of a sponsor-created commercial played prior to keynote
- Verbal recognition at keynote luncheon
- Name/logo displayed on screens prior to general sessions/lunches advertisement on attendee registration site
- Thirty seconds of ad space on the app during high usage times
- Exclusive signage on top left and right panels of entrance frame to the exhibit area
- One large sign at the Commissioner's Meet and Greet Wednesday afternoon
- Three invitations to attend the Commissioner's Meet and Greet Wednesday afternoon
- Up to three items to be included in the attendee tote bags
- Opportunity to present one TDOE approved one-hour concurrent session to attendees

Headline Gold \$10,000.00

- Twenty-five seconds of ad space on the app during high usage times
- Verbal recognition at keynote luncheon
- Name/logo displayed on screens prior to general sessions/lunches advertisement on attendee registration site
- One large sign at the base of the level 1 escalator
- One large sign at the level 1 elevator on the Demonbreun side
- One large sign on level 2 at the entrance on 6th Avenue
- One large sign on level 4 in the registration area
- Two items to be included in the attendee tote bags
- Opportunity to present one TDOE approved one-hour concurrent session to attendees

Headline Silver \$8,000.00

- Twenty seconds of ad space on the app during high usage times
- One medium sign by the level 1 doors to 5th Avenue
- One medium sign by the level 1 doors to Korean Vets Boulevard
- One medium sign by the level 2 doors to 6th Avenue
- One medium sign on level 4 near the registration area

17th Annual LEAD Conference October 3-5, 2018 | Music City Center | Nashville, Tennessee



- One item to be included in the attendee conference bags

Exhibitor Sponsors:

*** Exhibit space for LEAD 2018 will be in the Karl F. Dean Ballroom A adjacent to the Karl F. Dean Ballroom BC. All meals and snacks will be located in the Karl F. Dean Ballroom BC or lobby area outside the ballroom. Exhibit booths inside the Karl F. Dean Ballroom A will consist of a 10'x10' pipe and drape area with a table and chairs. No custom booths can be built in the Karl F. Dean Ballroom A.**

Lunch Table Tent Sponsor \$6,500.00 – 2 available (1 sponsor per lunch)

- One informational card (maximum size 8"x10") per place setting on each table
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Breakfast Sponsor \$6,500.00 – 2 available (1 sponsor per breakfast)

- Exclusive signage at each breakfast buffet
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Brunch Sponsor \$6,500.00 – 1 available

- Exclusive signage at each brunch buffet line
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Registration Sponsor \$6,000.00

- Kick panels on registration booths with exclusive company name and logo
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Official App Sponsor \$6,000.00

- Notifications throughout the LEAD 2018 Conference
- Logo on signage throughout the LEAD 2018 Conference space
- Scrolling announcement slides on monitors throughout the LEAD 2018 Conference space
- Two minutes total ad time (app banner) per day during conference hours
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

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Keynote Area Sponsor \$5,500.00

- Signage outside of the Karl F. Dean Ballroom BC doors
- Signage onstage inside the Karl. F. Dean Ballroom C
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Lanyard Sponsor \$5,500.00 – 1 available

***Requires minimum monetary or in-kind contribution of \$5,500.00 or the provision of equivalent services.**

- Exclusive company name/logo on lanyards for all participants
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Conference Bag Sponsor \$5,500.00 – 1 available

- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)
- Sponsor logo on one side of the conference bag (For both sides, add \$2000.00.)

Session Zone Sponsor \$5,000.00

- Signage in each session room hallway on level 1 (total of four)
- Signage on level 2 in hallway between session rooms
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Name Badge Sponsor \$5,000.00

***Requires minimum monetary or in-kind contribution of \$5,000.00 or the provision of equivalent services.**

- Company name and logo on the front of name tags
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Snack Break Sponsor \$5,000.00 – 2 available (one sponsor per day)

- Signage on snack buffet bars
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)



Coffee Cart Sponsor: \$5,000.00 – 2 available (one sponsorship per day)

- Signage around Coffee Cart
- Three 30" round color floor stickers with logo and/or text to be placed outside exhibit hall
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Recharge Lounge Sponsor \$3,000.00 – 1 available

- Exclusive signage in the recharge lounge area
- One exhibitor booth measuring 10'x10' (Additional booth space is available at regular booth rates.)

Assessment Lab Sponsor \$3,000.00 – 2 available

***Requires minimum monetary or in-kind contribution of \$3,000.00 or the provision of equivalent services.**

- Non-exclusive signage in the assessment lab

New Testing Coordinators Luncheon Sponsor \$2,500.00 – 1 available

- Exclusive signage in the hallway and room on the day of the event
- Four guest seats for the banquet
- Two-minute presentation and introduction of the keynote speaker

Additional Marketing

Attendee Contact List \$250.00

- A list of attendees who agreed to receive information from LEAD exhibitors, sponsors, and presenters at their email address. The list will include names and email addresses (only).

Program Book Ad Options & Pricing

Black and White

- ¼-page ad: \$250.00
- ½-page ad: \$450.00
- ¾-page ad: \$650.00
- 1-page ad: \$850.00

Color

- ¼-page ad: \$450.00
- ½-page ad: \$900.00
- ¾-page ad: \$1,250.00
- 1-page ad: \$1,800.00



Mobile App Banner Options & Pricing

Banner ads are front and center on the LEAD 2018 app and help drive booth and website traffic. With these ads, attendees can easily connect with you by tapping through to your website. Also, consider the benefits of creating banner ads that direct attendees directly to your booth.

You can purchase banners for single days, for all conference days, and even for the time prior to the conference. Pricing is listed below:

- Wednesday: \$900.00
- Thursday: \$900.00
- Friday: \$450.00
- Wednesday-Friday: \$1,600.00
- Prior to Conference: \$600.00 (per day until Oct. 2)

Social Media Promotion Options & Pricing

- Pre-conference recognition on social media: \$600.00 (per day until Oct. 2)
- Pre-conference recognition on the attendee registration site: \$1,000.00
- Recognition on conference scrolling announcements slide show prior to keynote luncheon and on conference monitors: \$900.00
- All of the Above: \$2,400.00

Floor Sticker Pricing

- One 30" round color floor sticker with logo and/or text to be placed outside exhibit area: \$100.00 each
- One 30" round color floor sticker with logo and/or text to be placed inside exhibit area: \$125.00 each
- Three 30" round color floor stickers with logo and/or text to be placed outside OR inside exhibit area: \$90.00 each

Conference Bag Stuffer \$500.00

- Provide one item to be placed inside conference attendee bags (*items cannot be fragile/breakable)



Booth Packages

***Exhibit space for LEAD 2018 will be in the Karl F. Dean Ballroom A adjacent to the Karl F. Dean Ballroom BC. All meals and snacks will be located in the Karl F. Dean Ballroom BC or lobby area outside the ballrooms.**

Exhibit booths *inside* the Karl F. Dean Ballroom A will consist of a 10'x10' pipe and drape area with a table and chairs. No custom booths can be built in the Karl F. Dean Ballroom A.

In addition, we are offering high visibility booth space *outside* the Karl F. Dean Ballrooms and on the first floor. High visibility booth spaces will consist of a 10'x10' (no pipe & drape) with a table and chairs. Custom booths must be discussed with and approved by event management. NOTE: These booths will be located in public areas. You are responsible for the security of your booth and items.

We can only accept a limited number of booths this year. We can work with you on a booth location on a first come first served basis.

Premium Package \$3,570.00

One 20'x20' island booth -or- One 10'x40' linear booth that includes:

- **Four 8' skirted tables and eight chairs**
- **8' back drape and 3' high side drape in show colors**
- **Four wastebaskets**
- **Dedicated exhibit hall time on both show days**
- **Six complimentary show badges (Additional registrations are available at standard rates.)**
- **Six complimentary breakfasts, lunches, and snacks for booth staff per show day**
- **Exhibitor listing in the conference program and app (includes name, booth locations, contact information, and booth description)**



Preferred-Plus Package \$2,835.00

One 10'x30' booth space that includes:

- Three 8' skirted tables and five chairs
- 8' back drape and 3' high side drape in show colors
- Two wastebaskets
- Dedicated exhibit hall time on both show days
- Five complimentary show badges (Additional registrations are available at standard rates.)
- Five complimentary breakfasts, lunches, and snacks for booth staff per show day
- Exhibitor listing in the conference program and app (includes name, booth locations, contact information, and booth description)

High Visibility Package \$2,000.00

One 10'x10' booth space that includes:

- One 8' skirted table and two chairs
- One wastebasket
- Two complimentary show badges (Additional registrations are available at standard rates.)
- Two complimentary breakfasts, lunches, and snacks for booth staff per show day
- Exhibitor listing in the conference program and app (includes name, booth locations, contact information, and booth description)

Preferred Package \$1,995.00

One 10'x20' booth space that includes:

- Two 8' skirted tables and four chairs
- 8' back drape and 3' high side drape in show colors
- Two wastebaskets
- Dedicated exhibit hall time on both show days
- Four complimentary show badges (Additional registrations are available at standard rates.)
- Four complimentary breakfasts, lunches, and snacks for booth staff per show day



- Exhibitor listing in the conference program and app (name, booth locations, contact information, and booth description)

Standard Package \$1,050.00

One 10'x10' booth space that includes:

- One 8' skirted table and two chairs
- 8' back drape and 3' high side drape in show colors
- One wastebasket
- Dedicated exhibit hall time on both show days
- Two complimentary show badges (Additional registrations are available at standard rates.)
- Two complimentary breakfasts, lunches, and snacks for booth staff per show day
- Exhibitor listing in the conference program and app (includes name, booth locations, contact information, and booth description)

Non-Profit Organizations, University, College, Technical College Package \$420.00

One 10'x10' booth space that includes:

- One 8' skirted table and two chairs
- 8' back drape and 3' high side drape in show colors
- One wastebasket
- Dedicated exhibit hall time on both show days
- Two complimentary show badges (Additional registrations are available at standard rates.)
- Two complimentary breakfasts, lunches, and snacks for booth staff per show day
- Exhibitor listing in the conference program and app (includes name, booth locations, contact information, and booth description)

Add-On: Premium High Visibility Booth Package A \$500.00 (can only be combined with another booth package purchase)

One 10'x10' booth space for a limited time block that includes:

- One 8' skirted table and two chairs
- One wastebasket



- **Visibility during one of these peak times. You may choose your time from the list below.**
 - Wednesday AM (7 a.m. – 11 a.m.)
 - Wednesday PM (12 p.m. – end of day)
 - Thursday AM (7 a.m. – 11 a.m.)
 - Thursday PM (12 p.m. – end of day)

**Add-On: Premium High Visibility Booth Package B \$250.00
(can only be combined with another booth package purchase)**

One 10'x10' booth space for a limited time block that includes:

- **One 8' skirted table and two chairs**
- **One wastebasket**
- **Visibility for two hours during one of these peak times. You may choose your time from the list below.**
 - Wednesday Registration Opening
 - Wednesday Lunch
 - Wednesday Meet and Greet with Commissioner of Education and the Senior Leadership Team
 - Thursday Registration Opening
 - Thursday Lunch